



Qorus

Reinvent Forum

1 – 2 December 2022 -> Barcelona

From
Vision
to Execution

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01.

ABOUT THE CONFERENCE



Reinvent Forum Barcelona - From Vision to Execution

[Barcelona, Spain]

Description

Innovation driven by technology is becoming the focal point in the banking and financial industry. The emerging trends include artificial intelligence, machine learning, digital transformation and collaboration with FinTech. As customer needs, expectations and behavior change, banks, insurance companies and financial institutions must be there to meet them.

Program

From Vision to Execution conference will help to identify key trends, emerging ideas and new challenges in the banking industry of the 21st century. Participants can expect real-life innovation projects, best practice sharing, community workshops and a unique, exclusive site visit tour of the last and most innovative CaixaBank's spaces designed for improving customer and employee experience. The full program can be found on our [website](#). Make sure to check it out!

Participants

With extensive time for networking, you'll be able to meet your peers in a community comprised of decision makers from payments, banking, fintech, financial services and out of industry innovation experts.



Conference Venue

c. Isaac Newton, 26, 08022 Barcelona

[CosmoCaixa Barcelona](#) is a science museum. It features a variety of exhibitions, permanent and temporary, that showcase the environment, nature, science, and space. CosmoCaixa also has a planetarium and exhibitions devoted to interaction such as touch and play for small children. It also has a bookstore, gift shop, library, teaching center and cafe.

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Site Visit Tour – Innovation Route

A tour of the last and most innovative CaixaBank's spaces designed for improving customer and employee experience.



imaginCafé

A 1,200-square-meter space located in the heart of Barcelona that was born with the aim of becoming a place of reference for millennials, and which will serve to increase the customer base and link current ones with advantages and discounts on restaurants and activities inspired by the values of the imagin brand.



Insights Center

CaixaBank's center for integrating customer perceptions into business decision-making. As a knowledge hub on the omnichannel user experience, it provides valuable insights to place people at the center of the CaixaBank experience.



All In One

CaixaBank's flagship branch to cover all CaixaBank customer segments applying a personalized service with the latest technology at the customer's service. The largest banking branch in Europe.



02.

HOW TO GET THERE



How to Get to Barcelona

By plane, car or train... even by boat! You can get to Barcelona by any means of transport.

By train



The train is one of the most environmentally friendly means of transport. High-speed trains are a comfortable and convenient way of covering long distances and Barcelona operates a number of high-speed rail routes that connect the city with the rest of Spain and France. The city also has an extensive network of suburban and regional trains.

By car



Barcelona is well connected and has a large amount of car parks. The motorway and road network will take you anywhere in the city by car although it's worth bearing in mind that traffic can be heavy at the main entry points of Barcelona during rush hour.

By bus



The bus station in Barcelona that has the most national and international connections is Barcelona Nord Bus Station. Buses also depart from Barcelona Sants station and other areas of the city.

By boat



Barcelona has become the Mediterranean's foremost cruise ship harbor. It has nine passenger terminals, seven for cruise liners and four for ferries. It has connections with the Balearic Islands and the main Mediterranean harbors.

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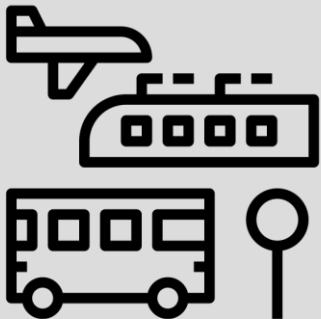
Travelling to and in Barcelona

Useful links:

- [Barcelona airport](#)
- [Barcelona metro](#)
- [Visit Barcelona](#)

By Air

Josep Tarradellas Barcelona-El Prat (BCN) airport, with two terminals, is located 16 kilometres south of the city. Barcelona can also be reached by transport links from other regional airports, including Girona, Reus and Lleida-Alguaire.



Transport to and from the Airport

The **Aerobus** is a fast (35 minutes) shuttle bus that connects Barcelona - El Prat airport (Terminals 1 and 2) with the city centre (Place de Catalunya).

You can buy your Aerobus ticket on the spot at ATMs located in Terminal T1 as T2, but you risk wasting time in case of heavy traffic. You can also buy your ticket aboard the Aerobus, but in this case, you must top-up. The driver does not give change on a ticket over 20€.

You can finally buy your Aerobus ticket [online](#).

The **train** only departs from the T2 terminal and it makes stops at only two stations in the center of Barcelona: Estació Sants and Passeig de Gràcia. From Pg. De Gràcia, you can take the metro L7 towards Av. Tibidabo.

In the Renfe station, you will find [vending machines](#) and [ticket offices](#) to buy your train ticket.

Practical: you can also buy the public transport card Hola BCN! including the airport/center of Barcelona. It will then serve you for all your journeys in the city.

Barcelona Airport's two T1 and T2 terminals are connected to the Barcelona **metro** network.

In the metro station, you will find vending machines and ATMs to buy your metro ticket, or you can buy online the [Hola BCN](#) public transport card which will then serve you for all your journeys in the city.

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03.

WHERE TO SLEEP

Accommodation

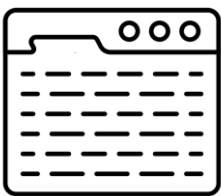
Since accommodation is not included in the conference and registration fee, participants are free to select their preferred accommodation.

Please find the list of hotels with proximity to the venue [here](#).

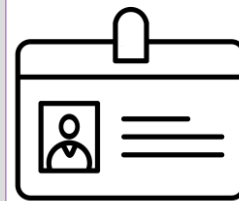


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04. SMALL DETAILS MATTER

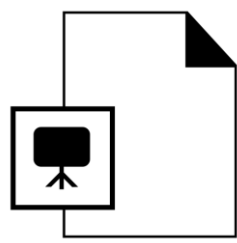


The conference program can be found on our [event page](#)



Receive your badge at the welcome desk

Access to non-confidential conference materials will be shared with you



All sessions will be held in English



Confidential presentations will not be provided. Please take notes during these.



[Visa policy & Travel Restrictions Due To Coronavirus](#)

Smart casual dress code



Free WiFi connection will be available



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06. ENJOY THE CONFERENCE

How to Experience an Awesome Event

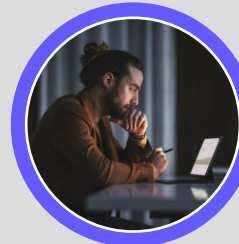
Even if you're an introvert, don't stay quiet. Fun fact: people who actively participate always enjoy the conference the most. Join the workshops and discussions!



Grab a drink with the rest of us in the evening. Meeting people is the most valuable part of any conference



Talk to someone new about something other than work. To avoid unnecessary intros, we have created helpful name tags.



Don't work during the presentations – we know it is tempting to do it all, but we believe you can resist if you try :)

We are looking forward to seeing you in Barcelona at the From Vision to Execution conference.

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Restaurants

[Asador de Aranda](#)

Traditional Spanish cuisine



[Restaurant Mirlo](#)

Seasonal, local ingredients



[AbaC](#)

Fine dining, 3* Michelin restaurant



[Mirablau](#)

Tapas, cocktails, mountain views



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Must-see Places

La Sagrada Familia

A church that is currently the largest unfinished Roman Catholic church and is part of a UNESCO World Heritage Site. Designed Antoni Gaudí.



Park Güel

A privatized park system composed of gardens and architectural elements located on Carmel Hill, designed by the renowned architect A. Gaudí.



Casa Milà

A modernista building with unconventional rough-hewn appearance was the last private residence designed by architect A. Gaudí.



Las Ramblas

A tree-lined pedestrian street, connecting the Plaça de Catalunya with the Christopher Columbus Monument at Port Vell.



Tibidabo

Tibidabo is a hill overlooking Barcelona. Rising sharply to the north-west, it has views over the city and the surrounding coastline.



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Qorus Team are looking forward to seeing you in Barcelona



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